

LEO BURNETT COMPANY, Inc.

Ad No. 309—Big Cigarette—Ref. No. 8000—1 page—4 color bleed—8 1/2 x 11-7/8 in.

Time
Newsweek
U.S. News & World Report
Saturday Review

Printed in U.S.A.



The cigarette holder then.

The cigarette holder now.

It works like a cigarette holder works.



King: 8 1/2" x 11 1/2" long, machine-
made, 100's 100's 100's 100's
100's 100's 100's 100's 100's 100's

